L Number	Hits	Search Text	DB	Time stamp
1	3488	(agent$1 or object$1 or cookie$1) SAME (profil$3 or behavior$4) SAME (client$1 or computer$1)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/11/23 09:52
2	670	((agent$1 or object$1 or cookie$1) SAME (profil$3 or behavior$4) SAME (client$1 or computer$1)) AND (ad or ads or advertis$6)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/11/23 10:39
3	121	((agent$1 or object$1 or cookie$1) SAME (profil$3 or behavior$4) SAME (client$1 or computer$1)) SAME (ad or ads or advertis$6)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/11/23 09:53
4	25	(((agent$1 or object$1 or cookie$1) SAME (profil$3 or behavior$4) SAME (client$1 or computer$1)) AND (ad or ads or advertis$6)) AND (profil$3 NEAR4 cookie$1)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/11/23 10:50
5	31	("4882675" | "5056019" | "5201010" | "5237620" | "5249044" | "5283731" | "5285278" | "5287181" | "5305196" | "5353218" | "5380991" | "5459306" | "5483049" | "5592560" | "5621812" | "5636346" | "5642485" | "5644723" | "5649114" | "5687322" | "5724521" | "5761648" | "5806044" | "5809242" | "5809481" | "5832457" | "5845396" | "5852775" | "5855007" | "5855008" | "5857175").PN.	USPAT	2002/11/23 10:42
6	7	(profil$3 NEAR4 cookie$1) SAME (target$3 NEAR4 (ad or ads or advertis$6))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/11/23 10:51

reviewed all kind

SMD

Your SELECT statement is:
    s ((agent? ? or object? ?).(10n) (cookie? ?) (5n) (profil?))(s)((target?
or direct? or select?)(3n)(ad or ads or advertis?))

            Items   File
            -----   ----
                1   20: Dialog Global Reporter_1997-2002/Nov 22
        Examined 50 files
        Examined 100 files
        Examined 150 files
        Examined 200 files
>>>File 349 processing for PROFIL? stopped at PROFILMATERIAIS
>>>File 349 processing for DIRECT? stopped at
        DIRECTORYMANAGERLLOOANDSELECTNEWLIO2
>>>File 349 processing for SELECT? stopped at SELECTIO14
                1   349: PCT FULLTEXT_1979-2002/UB=20021114,UT=20021107
        Examined 250 files
        Examined 300 files
        Examined 350 files
        Examined 400 files
Processing
        Examined 450 files
        Examined 500 files

    2 files have one or more items; file list includes 546 files.
    One or more terms were invalid in 3 files.

0890300   SFW013
C   NET: THE COMPUTER NETWORK UNVEILS **REVOLUTIONARY INTERNET
    ADVERTISING TOOLS THAT ALLOW CUSTOM BANNER AD DELIVERY BASED ON
    DEMOGRAPHIC INFORMATION

DATE: December 6, 1995   06:55 EST   WORD COUNT: 902

    SAN FRANCISCO, Dec. 6 /PRNewswire/ -- c/net: the computer network
today unveiled new technology that, for the first time in history,
allows advertisers to deliver custom ad messages to different customers
in real-time based on specific demographic information.

    Over a year in development, the new technology, called DREAM
(Delivery of Real-Time Electronic Advertising messages) will be made
available to c/net's advertisers beginning December 15 on c/net's two
World Wide Web sites; c/net online (http://www.cnet.com) and
shareware.com (http://www.shareware.com). Three direct marketing
advertisers, Insight, Internet Shopping Network, and MicroXperts will be
the first to utilize the new technology.

    The historic announcement was made at today's Hollyweb conference in
Beverly Hills by Kevin Wendle, president of c/net television and
executive producer of c/net online. "c/net's DREAM technology further
demonstrates our commitment to providing Internet advertisers with the
technologies they need," Mr. Wendle told the audience. "For years,
people have talked hypothetically about real-time custom ad messaging;
c/net: the computer network is the first company to make it a reality on
the Web with real advertisers with real campaigns."

    Developed by c/net's technology group, c/net's DREAM software gives
c/net advertisers the opportunity to filter choices for banner ad
delivery based on specific demographic information, such as:

    age

    gender

    zip code

    system platform (Macintosh, PC, Unix, etc.)

    connection speed (14.4 modem, 28.8 modem, ISDN line, etc.)
    browser type (Netscape, Mosaic, NetCruiser, etc.)

    affiliation (AOL, Prodigy, Compuserve, Netcom, etc.)

    domain (EDU, GOV, COM, etc.)

    CD-ROM drive owner or not

    connect from home or office

    This one-of-a-kind custom audience delivery program allows
advertisers to determine who sees a particular banner advertisement and

who doesn't. For example, a direct marketing firm such as Internet Shopping Network or Insight, can deliver one banner to Macintosh users and another banner to PC users. Similarly, a modem manufacturer can send messages to people connecting from a slower modem, suggesting they upgrade to a faster modem. Or a CD-ROM distributor with many different titles could target only people with CD-ROM drives and, then, further narrow their target to men or women depending on the title.

"c/net once again is at the forefront of Internet advertising technology by providing proprietary software tools that allow advertisers to conduct more targeted campaigns," said Bill Rollinson, marketing vice president of Internet Shopping Network. "c/net's DREAM technology improves our marketing efforts exponentially by allowing us to deliver tailored messages to specific audiences."

Another equally valuable custom advertising scenario would allow an automobile manufacturer to create separate advertisements targeting Internet users based on their age. The younger audience (18 - 24 years old) would receive a banner with copy stressing a car's style and speed. Alternatively, older individuals (over 50 years old) would see a different banner ad highlighting the safety features of an automobile.

"The creative possibilities are endless," said Wendle.

Building on Existing Tracking Tools

Since October 1, c/net also has offered ARM (Advertising Response and Monitoring) software, a first-of-a-kind set of tools that allows advertisers to evaluate audience response to their messages. Using ARM, c/net online, advertisers also can determine the audience most responsive to a product or message and compare advertising usage and response rates against system-wide averages.
"c/net offers proprietary advertising tools you don't find anywhere else on the Internet and this creates a competitive advantage for advertising on our sites," said Halsey Minor, ceo of c/net: the computer network.

Zero Advertising Budget Waste

c/net's advertising rates are based solely on actual impressions or CADs (Confirmed Ads Delivered), with all advertising banners rotated dynamically through the service. Through c/net's unique dynamic ad delivery system, advertising is more seamlessly integrated into the site. Only one advertising banner appears per page, and always in the premium position -- at the top of the page.

c/net's unique dynamic ad delivery system offers unprecedented control over message delivery. This model offers significant advantages over more traditional, hard-wired banner placement, where the same ad always appears on the same page. This technology has helped c/net to attract more paying advertisers than almost any site on the Internet, including Microsoft, Intel, IBM, MCI, Hewlett-Packard and others.

The Internet's Number One Content and Shareware Sites
Launched on June 24, c/net online is far and away the number one site for consumers interested in computing, online services and digital technologies. Introduced only 5 months ago, c/net online has already affected over 275,000 registered members and is delivering more than four million pages of original "Internet-only" consent each week. In addition to c/net online, c/net: the computer network launched a second Internet site in November entitled shareware.com, the largest "virtual" software library on the Internet with more than 160,000 software titles from both public and corporate archives.

San Francisco-based c/net: the computer network is the world's first

on-air and online source for news, information and resources related to
computers and digital technologies. In addition to Internet services
c/net online and shareware.com, c/net produces c/net central, a weekly
television show seen nationally six times each week on USA Network the
Sci-Fi Channel and KPIX5, the CBS television affiliate in San Francisco.

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        PRODUCT: COMPUTER, ELECTRONICS (CPR)
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